



PO Box 338
Rundle Mall
SA 5000

Mobile 0407 061 657 (Kas)
e-mail info@veganfestival.info
Web www.veganfestival.info

INFO PACK

Vegan Festival Briefing for Vendors

- WHAT:** Vegan Festival 2008 (community event)
- WHERE:** Glenelg Primary School, Corner of Brighton and Diagonal Roads, Adelaide, South Australia
Venue is located 12km from the centre of the city with access to public transport, car parking and bike paths
- WHEN:** Sunday, November 16 2008, 10am to 6pm
- ENTRY:** A gold coin donation
Show bag filled with goodies - \$3 donation
- MOVE:** **In** – Saturday/Sunday – organisers and other volunteers
Saturday evening (6pm – 8pm) & Sunday morning (7am – 9am) Stallholders/Vendors
NOTE: All vehicles must leave the grounds by 9:30am on Sunday.
Out – Sunday (6pm - 10pm) & Monday (6am - 9am)
- WHY:** To educate on Green, Vegan, and Sustainable Living;
To promote a Compassionate Lifestyle through Veganism;
To inform on Choices and create public awareness Nationally and Internationally
- WHO:** 3,000 attendees:
All ages;
Men and women;
Those seeking to experience Green, Vegan and Sustainable living in a festival format;
People with an interest in Green and Healthy living;
People who are in existing networks in the Vegan and Environmental sector.

Children of all ages welcome (free entry). Pet friendly event.
- VENDORS:** Businesses, Organisations, and Not-for-Profits involved with products and/or services directly related to Veganism, Animal Issues, Health, Sustainable Living, Education, Organics, Art.
- SITE FEES:** Site fees for a 3mx3m marquee space start from \$80 (pricing details below).
- MARKETING:** The aim is to ensure that comprehensive marketing and publicity promotes the event, sourcing major media partners from print, radio, TV and the Internet.
- ACTIVITIES:** Live Entertainment;
Informative Seminars featuring speakers from various sectors;
Cooking Demonstrations;
Kids Zone activities;
Dance and Yoga workshops;
Movie Screenings;
Arts Display.
- WEBSITE:** www.veganfestival.info

This Info Pack is subject to changes.



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VENDOR INFORMATION






Welcome to the second **Vegan Festival** to be held in Adelaide, SA. This document contains details about stalls and displays for the festival, each of which will bring together information and goods that promote green, vegan and sustainable living.

Adelaide, as "The Green City", will prove that we can meet our current material needs while also providing both sustainable resources for future generations and healthy vegan solutions.

The aim of the Vegan Festival is to include all sectors of the community interested in vegan and green living principles. To achieve this, the festival will offer a Kids Zone, Entertainment Zone, Speakers Zone and Food Zone, plus art displays, movie screenings and interactive workshops.

The key message the festival wishes to generate is that Adelaide is leading the way in promoting green, vegan and sustainable living. The organisers believe that a festival is a highly effective way of influencing community attitudes towards green, vegan and sustainable actions.

Vegan Festival Goals:

-  Educate the community on the practical aspects of veganism and compassionate living
-  Promote the concept of a green, vegan and sustainable lifestyle
-  Promote vegan products and services related to veganism
-  Support and provide advice on becoming a vegan
-  Demonstrate that veganism can generate commercial activity
-  Encourage networking between community groups and commercial participants
-  Facilitate a successful, unique event for Adelaide and South Australia

Concept:

The Vegan Festival 2008 will be a one-day event that provides information on and examples of green, vegan and sustainable living - plus music, art and cultural performances - creating a popular family event.

Organising Team

The organising team consists of individual volunteers and members of various organisations. The major partners for the event are Animal Liberation SA and the Vegetarian Society SA.

Vegan Festival Organising Team:

Event Main Organiser: Katarzyna (Kas) Ward, mobile: 0407-061-657

Area Zone Coordinator: Shane Ward, mobile: 0410-481-290

Assistant Coordinator: Claire Mooney

Entertainment Coordinator: Sally JG Sutton

Food Zone Coordinator: Steve Lancaster

Rack Off! Coordinator: Jodie Summer

Kids Zone Coordinator: Lisa Fabry

Vegetarian Society SA: Anne Sanders

Animal Liberation: Alistair Cornell



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Site Map

A site map of the event area is currently being completed and will be circulated to interested Vendors.

Site Fees

All site fees and other miscellaneous costs can be found on the Application Form below. A standard stall is a 3mx3m space outside. A trestle table and a chair will be provided as part of a standard stall. Some Vendors may be located inside the venue. Vendors will be located at the discretion of the Event Main Organiser taking a Stallholder's needs into account.

Parking

Festival Parking will be available on the school grounds on Saturday 15th (4pm – 8pm) and Sunday 16th (6am – 6pm). All confirmed Vendors will receive a free car-parking permit with additional car parking permits available at \$5 each. Vehicles without a valid permit will NOT be admitted on to the school grounds.

Entry Pass

Two free Festival Entry Passes will be provided to each Vendor.

Display Construction

A standard stall is a 3mx3m space outside (Vendors provide their own marquees). If more space is needed, it will be available on request, but may incur an additional cost – please indicate your specific requirements on your Application Form. Flooring not provided. Any additional requests must be directed to the Event Main Organiser.

How to Become a Stallholder

1. Complete the Application Form and either email it to kas@veganfestival.info or post to Vegan Festival, PO Box 338, Rundle Mall, SA 5000.

Your application will be considered under the 'Eligibility to Participate as a Stallholder' conditions (below). Acceptance will be notified as soon as possible.

2. Upon acceptance as a Stallholder, please forward the payment for your site and the copy/proof of your *current public liability insurance*.

NOTE: Your booking is NOT confirmed until the Vegan Festival has received payment. Payment can be made either by cheque, money order or Internet banking (preferable). The payment must be paid in full by Wednesday, 24th September 2008.

Eligibility to Participate as a Stallholder

Veganism is the theme of the Festival so the organisers will select Stallholders on the basis that their charter and activities are sympathetic to the principles of veganism (products must be 100% vegan and services should be directly or indirectly related to veganism). Stallholders are expected to use or display products or ingredients which are: vegan; have not been tested on animals nor contain any animal derivatives or by-products; sustainable; use low food miles; are fairly traded; use environmentally responsible packaging; etc.

IT IS NOT A REQUIREMENT THAT EVERYTHING AT THE EVENT IS ORGANIC. However, the festival promises festivalgoers the opportunity to consume 100% vegan, local and organic foods and beverages.

The organisers welcome enquiries for clarification of the above policies - further details are provided below.

Catering/food stalls will be grouped in catering areas with appropriate services such as waste disposal, access to fresh water and heavy-duty power circuits.

Use of signage or labelling using the word 'organic' at the Festival is limited to CERTIFIED ORGANIC products and ingredients only. In the case of fresh produce and value-added products that are not certified organic, terms like "locally grown", "chemical free", "minimal spraying", etc., can be used. For the purposes of accurate information for the buyer, it is important that any labelling is not ambiguous.



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Due to the disastrous effects of the palm oil industry on orangutans and other animal populations, and the environmental destruction, Vegan Festival encourages all Vendors to sell/display products that contain NO PALM OIL and suggests that alternative vegetable oils are used.

Stallholder Responsibilities

1. Stallholders **must have** *current public liability insurance* to the value of \$10,000,000 (ten million dollars) and will be required to provide a certificate of currency after the acceptance of their participation. Vendors who do not have their own insurance are asked to contact the Event Main Organiser to arrange for appropriate insurance (which will be provided for an additional charge).
2. Where cooking is to take place, Stallholders must provide fire extinguishers, material to protect the ground surface (beneath cooking appliances) from spillage and hand-washing facilities.
3. Stalls must be kept clean and tidy – waste disposal is the responsibility of the Stallholder. For catering sites, hand-washing stations can be provided at additional charge.
4. All food Stallholders must read, accept and comply with the terms of the **Food Safety Info Pack** (which will be sent out along with the Application Form).
5. Stallholders must situate all dangerous appliances away from public access.
6. All electrical equipment to be used on the site **must have** a *current test tag*. If your equipment has not been tagged, an electrician will be available to check and tag. Any necessary tagging will incur a small fee.
7. The **Vegan Festival** has overall control of signage, material and products sold or displayed at the event. Please note that any signage, material or products may be refused inclusion entirely at the discretion of the organisers. If you have further questions regarding signage, you are encouraged to raise these with Event Main Organiser prior to the actual event.
8. Stallholders are encouraged to serve all food and drink items in green packaging at the festival and to participate in the green waste management systems. A list of suppliers of biodegradable items can be obtained from the Event Main Organiser. Festivalgoers are encouraged to bring their own plate/s to help the festival become more climate positive and reduce excessive waste.
9. Stallholders must ensure that their activities meet Commonwealth, State and Local Government regulations in respect to health, fire, safety, licensing requirements etc. For details of these regulations, please contact the Main Event Organiser.

The festival is an outdoor event and is to be held in a natural environment. Although the organisers will make reasonable attempts to minimise the impact of adverse weather, they reserve the right to cancel or relocate the festival in the event of inclement weather.

The final location of the stall will be at the discretion of the Event Main Organiser, with the Vendor's preferences taken into account.

INFORMATION FOR SPONSORS:

Your sponsorship may take the following form:

1. Financial Sponsorship – starting from \$300

A Sponsor who provides the largest amount of financial support will become a Super-Size Sponsor allowing the most advertising possibilities prior and during the event. All details to be negotiated with sponsors separately.

2. Contribution Sponsorship – providing the Vegan Festival with products/services free of charge or largely discounted

We ask Sponsors to kindly provide us with the following:

- A high-resolution jpg/gif copy of your logo for use on our promotional materials
- Description (up to 250 characters) you would like us to add on the website
- Advertising materials / brochures / business cards to be displayed on the Vegan Festival Stall and/or placed in show bags, if you wish.
- Application Form filled in and signed.



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APPLICATION FORM INFORMATION

Stall Type

Standard stall in each category consists of Site Space (3mx3m), a trestle table (1.8mx0.8m), and a chair.

Stall Categories

Merchandise/Products/Services Stalls: \$120
Catering/Food: \$150
Not-for-profit Community Groups: \$80
Display and Information: \$80
Commercial Operations (larger than 3mx3m): by arrangement

Additional Items

Power Points (10 AMP power point): \$10 each
Hand-washing facilities (when required for catering): \$20 each
Extra trestle table: \$10 each
Extra chairs: \$3 each
Extra parking permits: \$5 each
No payment is required with the Stallholder Application Form. Payment should be made after acceptance. Separate booking confirmation will be provided upon the receipt of payment.
Any amendments to the Stallholder layout must be prearranged and negotiated with the Main Event Organiser.

Note: Stall applications will be processed in order of receipt.

Payment by Internet banking:

Account name: Vegan Festival

BSB: 633-000

Account Number: 131476384

Reference: please place your business/organisation name and Stall Type in the payment description area and send a copy of the transaction to kas@veganfestival.info

PAYMENTS MUST BE MADE BY WEDNESDAY, 24TH SEPTEMBER 2008.

All fees go to support the Festival and help cover necessary costs to make the day possible. The payments are non-refundable.

Definitions

The term "Vegan" was coined by Donald Watson in 1944 and was defined as follows:

"Veganism is a way of living which excludes all forms of exploitation of, and cruelty to, the animal kingdom, and includes a reverence for life. It applies to the practice of living on the products of the plant kingdom to the exclusion of flesh, fish, fowl, eggs, honey, animal milk and its derivatives, and encourages the use of alternatives for all commodities derived wholly or in part from animals".

So vegans strive to exclude all forms of exploitation and cruelty to animals in their diet and lifestyle. This includes the avoidance of products derived from, or tested on, animals. This definition represents the philosophy and standards of the Vegan Festival.

Compassionate – having empathy and the understanding that all animals including humans have the ability to suffer and that we have a responsibility to prevent it where possible.

Sustainability - making every reasonable effort to protect and conserve the ability of the planet to support life, diversity and complex ecological systems; thinking globally and acting locally.



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APPLICATION FORM

Please complete this form and return it to: **Vegan Festival**, PO Box 338, Rundle Mall, SA 5000.

Contact name: _____

Company name: _____

Address: _____

Post code/State: _____

Phone number/s: _____

Fax number: _____

E-mail address: _____

Please indicate your preferred forms of contact: phone / e-mail / post

What would you like to sell and/or display? **(All items for sale or exhibition must be 100% vegan)**

Please continue below if necessary.

Additional List of Products you intend to display / sell:

No	Product Name
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

IMPORTANT:

The Vegan Festival organisers reserve the right to refuse any sponsor, stall, workshop, demonstration or speech that they deem to be incompatible with the festival's goals. Please visit our website www.veganfestival.info for more information.



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APPLICATION FORM

Stall Type/Fee (circle/underline applicable):
 Merchandise/Products/Services: \$120
 Catering/Food: \$150
 Not-for-profit community group: \$80
 Display and Information: \$80
 Commercial Operations (larger than 3mx3m): by arrangement

Additional Requirements (*strike through where not applicable*):

- power points x \$10 = total \$
- hand-washing facility x \$20 = total \$
- extra trestle table/s x \$10 = total \$
- extra chair/s x \$3 = total \$
- extra parking pass x \$5 = total \$

Total payment: \$

- Would you like to present a speech / demonstration / workshop / video screening? YES / NO
If yes, please detail the topic and time needed? _____
- Would you like to provide raffle items and/or prizes, which will be acknowledged to participants? YES / NO
If yes, please detail contribution? _____
- Would you like to provide goodies for show bags? YES / NO
If yes, please detail contribution? _____
- Specify any other requirements _____

I have read and understood the terms and conditions presented within this document

.....
Print name **Signature** **Date**

On receipt of this booking, you will receive a confirmation notification and, where requested, a receipt. Your enquiries are welcome. Contact mobile number 0407-061-657.

YOUR CHECKLIST

Action	OK	Action	OK
Application Form	<input type="checkbox"/>	Promotional materials	<input type="checkbox"/>
Goodies for show bags	<input type="checkbox"/>	Banner if you wish	<input type="checkbox"/>
Item/s for raffle/prizes	<input type="checkbox"/>	Free samples for children (Kids Zone Card)	<input type="checkbox"/>
Logo (sponsors only)	<input type="checkbox"/>	Description of the business (sponsors only)	<input type="checkbox"/>

Thank you very much for your participation. The Vegan Festival would not be possible without your support.